

Message Text

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PAGE 01 STATE 186822

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INFO OCT-01 ARA-10 ISO-00 EB-05 USIA-12 RSC-01 /029 R

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DRAFTED BY COM/BIC/OIM/LAD/PCLARY,CMM

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EB/OCA/BR:JNESVIG

ARA/ECP:ECOHEN

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R 261711Z AUG 74

FM SECSTATE WASHDC

TO AMEMBASSY MEXICO

AMEMBASSY SAN SALVADOR

AMEMBASSY PANAMA

INFO AMEMBASSY GUATEMALA

AMEMBASSY MANAGUA

AMEMBASSY SAN JOSE

AMEMBASSY TEGUCIGALPA

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E.O. 11652: N/A

TAGS: BEXP, MX PN, ES

SUBJECT: FY 1976 PROMOTION SCHEDULE

REF: A. MEXICO 5625; B. PANAMA A-114, C. CLARY-DEPEDRAZA

TELCOM 8/14/74; D. STATE A-4283, E. CLARY-VON STROEBEL

TELCOM 8/15/74.

1. SCHEDULE OF PROMOTIONAL THEMES FOR U.S. TRADE CENTER
FOR FY 76 AS PROPOSED REF. D. AND MODIFIED REF. A. HAS
BEEN APPROVED. FINAL T.C. PROGRAMS WITH INDUSTRY SEGMENTS
BROKEN OUT IS AS FOLLOWS. NUMBERS IN PARENTHESIS INDICATE
PERCENTAGE OF DISPLAYED EQUIPMENT FROM THAT SEGMENT.

A. JULY 28-AUG. 1, 1975 METALLURGY AND METAL FINISHING

METALWORKING & FINISHING EQ. (80)

LABORATORY INSTRUMENTS (10)

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PROCESS CONTROL INSTRUMENTS (10)

- B. SEPT. 8-12, 1975 ADVANCED BUILDING SYSTEMS
BUILDING AND CONSTRUCTION MACHINERY & SYS. (80)
ENERGY SYSTEMS (20)
- C. SEPT. 29-OCT. 3, 1975 ADVANCED BUSINESS EQ.
COMPUTERS AND RELATED EQ. (75)
BUSINESS EQ. & SYSTEMS (25)
- D. DEC. 1-5, 1975 QUALITY CONTROL/MATERIALS TEST EQ.
(DATES CHANGE PER REF.E)
LABORATORY INSTRUMENTATION (70)
POLLUTION CONTROL INSTRUMENTS (10)
PROCESS CONTROL INSTRUMENTS (20)
- E. NOV. 11-13, 1975 AUDIO VIDEO JEEP (DATES CHANGE PER
REF. E)
COMMUNICATIONS EQ. (RADIO & 5.V. BROADCAST EQUIP.) (100)
- F. FEB. 23-27, 1976 TEXTILE INDUSTRY MACHINERY
TEXTILE MACHINERY (75)
PROCESS CONTROL INSTRUMENTATION (10)
POLLUTION CONTROL INSTRUMENTS & EQ. (15)
- G. APRIL 5-9, 1976 COMMUNICATIONS EQ.
COMMUNICATIONS EQ. & SYS. (80)
- AVIATION ELECTRONICS & GROUND SUPPORT EQ. (20)
- H. APRIL 27-29, 1976 AVIATION GROUND SUPPORT JEEP
GROUND SUPPORT EQ. (EXCLUDING COMMUNICATIONS ELECTRONICS)
(100)
- I. MAY 17-21, 1976 FOOD PROCESSING AND PACKAGING
FOOD PROCESSING AND PACKAGING EQ. (80)
PROCESS CONTROL INSTRUMENTS (10)
POLLUTION CONTROL INSTRUMENTS (10)
- J. JUNE 14-18, 1976 PRINTING AND GRAPHIC ARTS
PRINTING AND GRAPHIC ARTS EQ. (80)
BUSINESS EQ. & SYS. (20)

2. ENERGY SYSTEMS TECHNICAL SALES SEMINAR APPROVED FOR
MARCH 23-25, 1976, MEXICO, PANAMA AND ELSALVADOR. CONTENT
100 PERCENT ENERGY SYSTEMS.

3. FOR PANAMA: REF. B. INDICATES POSSIBLE MISUNDERSTANDING
REF. D. ONLY EVENT SCHEDULED FOR PANAMA IN FY 76 IS THE
TECHNICAL SALES SEMINAR.
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Message Attributes

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TAGS: BEXP, MX, PN, ES
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